

### 1. Identify a problem

A lot small and even bigger companies look for ways to expand their business through websites and mobile apps but can have a hard time looking for what they exactly desire and where to find such services.

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### 2. Set the Target

Target people who are looking to build a simple website or mobile app and present them with options from users who are in the application and show them (the business) the content that can be created.

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### 3. Analyze the causes

Sometimes is very difficult for small businesses to find such services and to find exactly what they are looking for. On the other hand, help freelancers get their work notice and implemented.

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### 4. Propose and Implement Countermeasures

Create an app capable of allowing users to view the work of the freelancers on the app and see what they can achieve. As well help web and mobile app freelancers get their work more looked upon on a more frequent manor. Allowing communication from both parties would be recommended.

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### 5. Check/Evaluate

A well-done evaluation of the quantity of users utilizing the platform with priority to the freelancers. Adapt promotion strategy as needed.

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### 6. Act and/or Standardize

Market the app through social media to ensure the availability of users on both ends (service seeker and freelancer) and finally monitor the app to keep good quality content from the freelancer's perspective.

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